



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

# CONTRACT

And:

**Crossroads Media, LLC.**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

|  |  |  |
|--|--|--|
| <b>Contract / Revision</b><br>566380 /       |  | <b>Alt Order #</b><br>07895030                         |
| <b>Product</b><br>Crossroads GPS             |  |  |
| <b>Contract Dates</b><br>08/08/12 - 08/14/12 |  | <b>Estimate #</b><br>12/11/882                         |
| <b>Advertiser</b><br>Crossroads GPS          |  | <b>Original Date / Revision</b><br>08/09/12 / 08/09/12 |
| <b>Billing Cycle</b><br>EOM/EOC              | <b>Billing Calendar</b><br>Broadcast     | <b>Cash/Trade</b><br>Cash                              |
| <b>Station</b><br>WTKR                       | <b>Account Executive</b><br>Jamie Andrus | <b>Sales Office</b><br>Washington, D.C.                |
| <b>Special Handling</b>                      |  |  |
| <b>Demographic</b><br>Adults 35+             |  |  |
| <b>IDB#</b><br>8433                          | <b>Advertiser Code</b><br>12             | <b>Product Code</b><br>11                              |
| <b>Agency Ref</b>                            |  | <b>Advertiser Ref</b>                                  |

| *Line | Ch | Start Date        | End Date        | Description           | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Spots | Amount     |
|-------|----|-------------------|-----------------|-----------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| 1     | 3  | 08/08/12          | 08/12/12        | NewsChannel 3 News    | 5-6am          |      | :30    |                   |             | NM   | 3     | \$720.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/06/12          | 08/12/12        | --111--               |                |      |        | 3                 | \$240.00    |      |       |            |
| 2     | 3  | 08/13/12          | 08/14/12        | NewsChannel 3 News    | 5-6am          |      | :30    |                   |             | NM   | 2     | \$480.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/13/12          | 08/19/12        | 11-----               |                |      |        | 2                 | \$240.00    |      |       |            |
| 3     | 3  | 08/08/12          | 08/12/12        | NewsChannel 3 News    | 6-7am          |      | :30    |                   |             | NM   | 3     | \$1,095.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/06/12          | 08/12/12        | --111--               |                |      |        | 3                 | \$365.00    |      |       |            |
| 4     | 3  | 08/13/12          | 08/14/12        | NewsChannel 3 News    | 6-7am          |      | :30    |                   |             | NM   | 2     | \$730.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/13/12          | 08/19/12        | 11-----               |                |      |        | 2                 | \$365.00    |      |       |            |
| 5     | 3  | 08/08/12          | 08/12/12        | CBS This Morning      | 7-9a           |      | :30    |                   |             | NM   | 6     | \$1,680.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/06/12          | 08/12/12        | --222--               |                |      |        | 6                 | \$280.00    |      |       |            |
| E 6   | 3  | 08/13/12          | 08/14/12        | CBS This Morning      | 7-9a           |      | :30    |                   |             | NM   | 6     | \$1,680.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/13/12          | 08/19/12        | MT-----               |                |      |        | 6                 | \$280.00    |      |       |            |
| 7     | 3  | 08/11/12          | 08/11/12        | Early Show Saturday   | 9-11am         |      | :30    |                   |             | NM   | 1     | \$200.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/06/12          | 08/12/12        | -----S-               |                |      |        | 1                 | \$200.00    |      |       |            |
| 8     | 3  | 08/12/12          | 08/12/12        | CBS Sunday Morning    | 9-1030am       |      | :30    |                   |             | NM   | 1     | \$485.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/06/12          | 08/12/12        | -----S                |                |      |        | 1                 | \$485.00    |      |       |            |
| 9     | 3  | 08/12/12          | 08/12/12        | Face the Nation       | 1030-11am      |      | :30    |                   |             | NM   | 1     | \$555.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/06/12          | 08/12/12        | -----S                |                |      |        | 1                 | \$555.00    |      |       |            |
| 10    | 3  | 08/08/12          | 08/12/12        | Let's Make A Deal 9am | 9-10am         |      | :30    |                   |             | NM   | 3     | \$1,245.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/06/12          | 08/12/12        | --111--               |                |      |        | 3                 | \$415.00    |      |       |            |
| 11    | 3  | 08/13/12          | 08/14/12        | Let's Make A Deal 9am | 9-10am         |      | :30    |                   |             | NM   | 2     | \$830.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/13/12          | 08/19/12        | 11-----               |                |      |        | 2                 | \$415.00    |      |       |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 566380 /            | 07895030    |

| Contract Dates      | Product        | Estimate # |
|---------------------|----------------|------------|
| 08/08/12 - 08/14/12 | Crossroads GPS | 12/11/882  |

| Advertiser     | Original Date / Revision |
|----------------|--------------------------|
| Crossroads GPS | 08/09/12 / 08/09/12      |

| *Line | Ch | Start Date        | End Date        | Description               | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Spots | Amount     |
|-------|----|-------------------|-----------------|---------------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| 12    | 3  | 08/08/12          | 08/12/12        | Price Is Right            | 11am-12n       |      | :30    |                   |             | NM   | 3     | \$1,665.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/06/12          | 08/12/12        | --111--                   |                |      |        | 3                 | \$555.00    |      |       |            |
| 13    | 3  | 08/13/12          | 08/14/12        | Price Is Right            | 11am-12n       |      | :30    |                   |             | NM   | 2     | \$1,110.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/13/12          | 08/19/12        | 11-----                   |                |      |        | 2                 | \$555.00    |      |       |            |
| 14    | 3  | 08/08/12          | 08/12/12        | Newschannel 3 News        | 12n-1230pm     |      | :30    |                   |             | NM   | 3     | \$1,245.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/06/12          | 08/12/12        | --111--                   |                |      |        | 3                 | \$415.00    |      |       |            |
| 15    | 3  | 08/13/12          | 08/14/12        | Newschannel 3 News        | 12n-1230pm     |      | :30    |                   |             | NM   | 2     | \$830.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/13/12          | 08/19/12        | 11-----                   |                |      |        | 2                 | \$415.00    |      |       |            |
| 16    | 3  | 08/08/12          | 08/12/12        | CBS Daytime               | 1228-3pm       |      | :30    |                   |             | NM   | 3     | \$1,665.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/06/12          | 08/12/12        | --111--                   |                |      |        | 3                 | \$555.00    |      |       |            |
| 17    | 3  | 08/13/12          | 08/14/12        | CBS Daytime               | 1228-3pm       |      | :30    |                   |             | NM   | 2     | \$1,110.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/13/12          | 08/19/12        | 11-----                   |                |      |        | 2                 | \$555.00    |      |       |            |
| 18    | 3  | 08/08/12          | 08/12/12        | Ellen Degeneres 3pm       | 3-4pm          |      | :30    |                   |             | NM   | 3     | \$1,185.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/06/12          | 08/12/12        | --111--                   |                |      |        | 3                 | \$395.00    |      |       |            |
| 19    | 3  | 08/13/12          | 08/14/12        | Ellen Degeneres 3pm       | 3-4pm          |      | :30    |                   |             | NM   | 2     | \$790.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/13/12          | 08/19/12        | 11-----                   |                |      |        | 2                 | \$395.00    |      |       |            |
| 20    | 3  | 08/08/12          | 08/12/12        | NewsCha 3 News First @ 4p | 358-5pm        |      | :30    |                   |             | NM   | 3     | \$840.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/06/12          | 08/12/12        | --111--                   |                |      |        | 3                 | \$280.00    |      |       |            |
| 21    | 3  | 08/13/12          | 08/14/12        | NewsCha 3 News First @ 4p | 358-5pm        |      | :30    |                   |             | NM   | 2     | \$560.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/13/12          | 08/19/12        | 11-----                   |                |      |        | 2                 | \$280.00    |      |       |            |
| 22    | 3  | 08/08/12          | 08/12/12        | Newschannel 3 News        | 5-530pm        |      | :30    |                   |             | NM   | 3     | \$1,395.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/06/12          | 08/12/12        | --111--                   |                |      |        | 3                 | \$465.00    |      |       |            |
| 23    | 3  | 08/13/12          | 08/14/12        | Newschannel 3 News        | 5-530pm        |      | :30    |                   |             | NM   | 2     | \$930.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/13/12          | 08/19/12        | 11-----                   |                |      |        | 2                 | \$465.00    |      |       |            |
| 24    | 3  | 08/08/12          | 08/12/12        | Newschannel 3 News        | 530-6pm        |      | :30    |                   |             | NM   | 3     | \$1,305.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/06/12          | 08/12/12        | --111--                   |                |      |        | 3                 | \$435.00    |      |       |            |
| 25    | 3  | 08/13/12          | 08/14/12        | Newschannel 3 News        | 530-6pm        |      | :30    |                   |             | NM   | 2     | \$870.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/13/12          | 08/19/12        | 11-----                   |                |      |        | 2                 | \$435.00    |      |       |            |
| 26    | 3  | 08/08/12          | 08/12/12        | Newschannel 3 News        | 6-630pm        |      | :30    |                   |             | NM   | 3     | \$1,515.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/06/12          | 08/12/12        | --111--                   |                |      |        | 3                 | \$505.00    |      |       |            |
| 27    | 3  | 08/13/12          | 08/14/12        | Newschannel 3 News        | 6-630pm        |      | :30    |                   |             | NM   | 2     | \$1,010.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 08/13/12          | 08/19/12        | 11-----                   |                |      |        | 2                 | \$505.00    |      |       |            |
| 28    | 3  | 08/08/12          | 08/12/12        | 7-730pm                   | 7-730pm        |      | :30    |                   |             | NM   | 2     | \$1,170.00 |

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| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 566380 /            | 07895030    |

| Contract Dates      | Product        | Estimate # |
|---------------------|----------------|------------|
| 08/08/12 - 08/14/12 | Crossroads GPS | 12/11/882  |

| Advertiser     | Original Date / Revision |
|----------------|--------------------------|
| Crossroads GPS | 08/09/12 / 08/09/12      |

| *Line   | Ch          | Start Date | End Date          | Description                     | Start/End Time        | Days            | Length        | Spots/Week | Rate                | Type        | Spots     | Amount             |
|---|-------------|------------|-------------------|---------------------------------|-----------------------|-----------------|---------------|------------|---------------------|-------------|-----------|--------------------|
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u><br>Week: 08/06/12 08/12/12 --111-- 3 \$585.00 |             |            |                   |                                 |                       |                 |               |            |                     |             |           |                    |
|   | <u>Spot</u> | <u>Ch</u>  | <u>Date Range</u> | <u>Description</u>              | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |            | <u>Rate</u>         | <u>Type</u> |           |                    |
|   | 3           | 3          | 08/06/12-08/12/12 | 7-730pm                         | 7-730pm               | ---WThF----     | :30           |            | <del>\$585.00</del> | NM          |           |                    |
| Credited  |             |            |                   |                                 |                       |                 |               |            |                     |             |           |                    |
| 29  | 3           | 08/13/12   | 08/14/12          | 7-730pm                         | 7-730pm               |                 | :30           |            |                     | NM          | 2         | \$1,170.00         |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u><br>Week: 08/13/12 08/19/12 11----- 2 \$585.00 |             |            |                   |                                 |                       |                 |               |            |                     |             |           |                    |
| E 30  | 3           | 08/08/12   | 08/12/12          | 730-8pm                         | 730-8pm               |                 | :30           |            |                     | NM          | 2         | \$1,110.00         |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u><br>Week: 08/06/12 08/12/12 --111-- 3 \$555.00 |             |            |                   |                                 |                       |                 |               |            |                     |             |           |                    |
|   | <u>Spot</u> | <u>Ch</u>  | <u>Date Range</u> | <u>Description</u>              | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |            | <u>Rate</u>         | <u>Type</u> |           |                    |
|   | 3           | 3          | 08/06/12-08/12/12 | 730-8pm                         | 730-8pm               | ---WThF----     | :30           |            | <del>\$555.00</del> | NM          |           |                    |
| Credited  |             |            |                   |                                 |                       |                 |               |            |                     |             |           |                    |
| 31  | 3           | 08/13/12   | 08/14/12          | 730-8pm                         | 730-8pm               |                 | :30           |            |                     | NM          | 2         | \$1,110.00         |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u><br>Week: 08/13/12 08/19/12 11----- 2 \$555.00 |             |            |                   |                                 |                       |                 |               |            |                     |             |           |                    |
| 32  | 3           | 08/08/12   | 08/12/12          | Late News (M-F)                 | 11-1135p              |                 | :30           |            |                     | NM          | 3         | \$2,280.00         |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u><br>Week: 08/06/12 08/12/12 --111-- 3 \$760.00 |             |            |                   |                                 |                       |                 |               |            |                     |             |           |                    |
| 33  | 3           | 08/13/12   | 08/14/12          | Late News (M-F)                 | 11-1135p              |                 | :30           |            |                     | NM          | 2         | \$1,520.00         |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u><br>Week: 08/13/12 08/19/12 11----- 2 \$760.00 |             |            |                   |                                 |                       |                 |               |            |                     |             |           |                    |
| 34  | 3           | 08/12/12   | 08/12/12          | Late News (Sa-Su)               | 11-1135p              |                 | :30           |            |                     | NM          | 1         | \$515.00           |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u><br>Week: 08/06/12 08/12/12 -----S 1 \$515.00  |             |            |                   |                                 |                       |                 |               |            |                     |             |           |                    |
| 35  | 3           | 08/08/12   | 08/12/12          | Late Night with David Letterman | 1135pm-1237am         |                 | :30           |            |                     | NM          | 3         | \$705.00           |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u><br>Week: 08/06/12 08/12/12 --111-- 3 \$235.00 |             |            |                   |                                 |                       |                 |               |            |                     |             |           |                    |
| 36  | 3           | 08/13/12   | 08/14/12          | Late Night with David Letterman | 1135pm-1237am         |                 | :30           |            |                     | NM          | 2         | \$470.00           |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u><br>Week: 08/13/12 08/19/12 11----- 2 \$235.00 |             |            |                   |                                 |                       |                 |               |            |                     |             |           |                    |
| 37  | 3           | 08/11/12   | 08/11/12          | Saturday Prime                  | 9-10pm                |                 | :30           |            |                     | NM          | 1         | \$555.00           |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u><br>Week: 08/06/12 08/12/12 -----S- 1 \$555.00 |             |            |                   |                                 |                       |                 |               |            |                     |             |           |                    |
| <b>Totals</b>   |             |            |                   |                                 |                       |                 |               |            |                     |             | <b>90</b> | <b>\$38,330.00</b> |

| Time Period         | # of Spots | Gross Amount       | Net Amount         |
|---------------------|------------|--------------------|--------------------|
| 07/30/12 - 08/14/12 | 90         | \$38,330.00        | \$32,580.50        |
| <b>Totals</b>       | <b>90</b>  | <b>\$38,330.00</b> | <b>\$32,580.50</b> |

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.